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PREFACE

Dear Colleagues,

The International Strategic Management and Managers Association has organized this 11th conference with the academic collaboration of Gebze Technical University, Istanbul Technical University, and Yıldız Technical University in Vienna-Austria, between the dates of July 23-25, 2015. Proceedings of the 11th International Strategic Management Conference will be published on-line by Elsevier in its "Procedia Social and Behavioral Sciences" publication.

The main objective of this annual conference is to provide a platform for the discussion and exchange of views among academicians, strategists, and practitioners coming from different backgrounds and countries. The countries providing papers are as follows: Albania, Austria, Brazil, China, Czech Republic, Denmark, France, Germany, India, Indonesia, Iran, Japan, Kyrgyzstan, Latvia, Lithuania, Macedonia, Malaysia, Poland, Portugal, Romania, Russia, Slovak Republic, Slovenia, Taiwan, Tatarstan, Thailand, Turkey, and United Arab Emirates. The 11th International Strategic Management Conference received a total of 156 full texts from different countries. After a careful double-blind review process, 120 full papers were decided to be published in the Proceedings. Among accepted papers, some were selected to be published in some international journals including the Journal of Global Strategic Management, an internationally refereed journal published biannually by the International Strategic Management and Managers Association, Journal of Business, Economics and Finance, Research Journal of Business and Management, Journal of Economics, Finance and Accounting, Journal of Management, Marketing and Logistics.

This year's conference theme is "Advances in Strategic Management Theory and Practice" and we have a very valuable keynote speaker: Jeroen Kraaijenbrink associate professor of strategic entrepreneurship at the University of Twente, Holland. Dr. Kraaijenbrink has published widely in the field of strategic management and is an especially appropriate name for this year's conference that aims to plumb the new depths that strategic management theory and practice have reached.

We hope that you will benefit from the Conference.

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